



KSHB-TV

# ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision      **314734 /**  
Original Date / Revision  
                          10/15/12    10/15/12  
Advertiser **MOPET - Missouri PMCSA**

Agency    **Smart Media Group**  
Buying Contact

**814 King Street - Suite 400  
 Alexandria, VA 22314-3039**

Product  
**MOPET-Missouri PMCSA**  
Agency Com    15%  
Billing Contact  
**814 King Street - Suite 400  
 Alexandria, VA 22314-3039**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:30:00  
Estimate #           **C16C22**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           ISS  
Product Codes    PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	17	\$16,617.50	\$19,550.00	0.00	10/01/12	10/22/12	17	\$16,617.50	\$19,550.00
<b>Totals</b>	<b>17</b>	<b>\$16,617.50</b>	<b>\$19,550.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/16/12	10/22/12	M-F 4-430p Jeopardy	CM	4-430p	- 11- 1 - -	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	- 11- 1 - -		3			\$400.00			0.00		
N 2	KSHB	10/16/12	10/22/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	- - 1- 1 - -	:30	2	\$1,200.00	P-1	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	- - 1- 1 - -		2			\$1,200.00			0.00		
N 3	KSHB	10/16/12	10/21/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	- - - - - 11	:30	2	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	- - - - - 11		2			\$400.00			0.00		



KSHB-TV

Print Date: 10/15/12

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Contract / Revision **314734** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:30:00

Advertiser **MOPET - Missouri PMCSA** Product **MOPET-Missouri PMCSA** Estimate # **C16C22**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSHB	10/16/12	10/21/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$450.00		0.00			
N 5	KSHB	10/16/12	10/21/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			
N 6	KSHB	10/16/12	10/22/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$850.00		0.00			
N 7	KSHB	10/22/12	10/22/12	M-F Late News Debate	CM	8-10p (10:00 PM-10:01 PM)	M-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$4,500.00		0.00			
N 8	KSHB	10/16/12	10/16/12	M-F Late News Debate	CM	8-10p (10:00 PM-10:01 PM)	-T-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$4,500.00		0.00			
Totals														17	\$19,550.00



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# ORDER

Print Date 10/15/12 Page 1 of 2

Flight Dates **10/23/12-10/29/12**

Contract / Revision      **314736 /**  
Original Date / Revision  
                                  10/15/12    10/15/12  
Advertiser **MOPET - Missouri PMCSA**  
Product  
**MOPET-Missouri PMCSA**  
Agency Com    15%  
Billing Contact  
**814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**

Agency    **Smart Media Group**  
Buying Contact  
**814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:30:00  
Estimate #           **C23C29**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           ISS  
Product Codes    PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	16	\$11,645.00	\$13,700.00	0.00	10/01/12	10/28/12	16	\$11,645.00	\$13,700.00
November 2012	1	\$722.50	\$850.00	0.00	10/29/12	10/29/12	1	\$722.50	\$850.00
<b>Totals</b>	<b>17</b>	<b>\$12,367.50</b>	<b>\$14,550.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	10/23/12	10/29/12	M-F 4-430p Jeopardy	CM	4-430p	- 11- 1 - -	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	- 11- 1 - -		3		\$400.00		0.00				
E 2	KSHB	10/23/12	10/29/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	- 111 - - -	:30	3	\$1,200.00	P-1	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	- 111 - - -		3		\$1,200.00		0.00				
E 3	KSHB	10/23/12	10/28/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	- - - - - 11	:30	2	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Print Date: 10/15/12

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Contract / Revision **314736** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:30:00

Advertiser **MOPET - Missouri PMCSA** Product **MOPET-Missouri PMCSA** Estimate # **C23C29**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSHB	10/23/12	10/28/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	-----11	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----11					2	\$400.00		0.00			
E 5	KSHB	10/23/12	10/28/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
E 6	KSHB	10/23/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$850.00		0.00			
N 9	KSHB	10/23/12	10/29/12	Tuesday Prime B Tuesday Prime B	CM	8-9p	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-T-----					1	\$1,500.00		0.00			
N 10	KSHB	10/23/12	10/29/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	----F--					1	\$1,000.00		0.00			
N 11	KSHB	10/23/12	10/29/12	Friday Prime B Friday Prime B	CM	8-9p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	----F--					1	\$1,200.00		0.00			
Totals														17	\$14,550.00